

Copenhagen Fashion Week Cleared of Greenwashing Charges by Danish Regulator

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Danish Regulator's Final Verdict: Copenhagen Fashion Week Is Not Greenwashing

The **greenwashing complaint against Copenhagen Fashion Week (CPHFW)** has been formally rejected by the Danish Consumer Ombudsman — but the debate around fashion's sustainability promises is far from over.

Back in **February 2025**, greenwashing specialist **Tanja Gotthardsen** and Danish consumer organisation **Tænk** filed a complaint against CPHFW and seven participating Danish brands — Baum und Pferdgarten, Berner Kühl, Forza Collective, Herskind, OpéraSport, Stine Goya and Won Hundred. The case challenged CPHFW's much-publicised “**sustainability requirements**”, introduced in 2023, accusing them of being vague and misleading to consumers.

Complaint rejected — but with caveats

The Ombudsman has now decided the claims were insufficient to warrant further legal action. No case will be opened, and CPHFW welcomed the decision. Director **Cecilie Thorsmark** stressed earlier that the sustainability requirements serve as **guidelines**, not guarantees that participating brands are truly sustainable.

However, the Ombudsman's decision came with advice: CPHFW must **pay closer attention to greenwashing under the Danish Marketing Practices Act**, especially when describing brands as “sustainable” on its website. The authority also cautioned against misleading impressions that could make labels appear greener than they really are.

Critics not satisfied

Gotthardsen insists the verdict is not an acquittal. On LinkedIn, she wrote that **CPHFW and Dansk Mode & Textil are misrepresenting the outcome**, stressing that the Ombudsman did not rule out misleading communication.

The positive outcome, according to Gotthardsen, is that **several accused brands have already revised their websites and communication strategies** to address misleading sustainability claims.

The bigger picture

The case underlines a broader truth: **fashion's sustainability narrative is under scrutiny**. With Green Claims legislation looming in Europe, the industry will continue to face pressure to back up eco-friendly messaging with real transparency.

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